



The Mission

Reduce Traffic Congestion

Improve Air Quality

Promote Alternatives to Driving Alone



BART



**Bike
E-Bike
Walk**



Bus



Rideshare



**School Trip
Reduction &
Safety**





POWERED BY
CCTA



Funding Sources, provided by CCTA

Local 1/2 Cent Sales Tax Measure J

Allocated to the four Subregions according to the Jobs-Housing formula for local projects / programs within the regions:
WCCTC | SWAT | TRANSPLAN | TRANSPAC

Bay Area Air District: Transportation Fund for Clean Air (TFCA)

Funds countywide and subregional incentive programs



One Bay Area Grant (OBAG 3)

Funds countywide Safe Routes to Schools program: Street Smarts Contra Costa

Countywide TFCFA Funding: 511 Contra Costa TDM program



Countywide TDM Program funded by TFCFA

Big Win on Transit

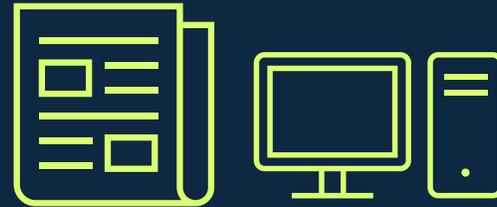
Pass2Class

Summer Bike Challenge

Winter Walk Challenge

Bike to Wherever Days

SchoolPool



Brand & Communications



Monthly Newsletter

35,692 subscribers, 41% open rate

Subscribe: 511cc.org/newsletter

Website & Social Media

Customer Service

Countywide TDM Programs funded by WCCTC, SWAT, or MJ17

VanPool

SWAT - TFCFA, offered countywide

Guaranteed Ride Home

WCCTAC - TFCFA, offered countywide

E-Bike Rebates

MJ17, offered countywide

Try Transit

TFCFA (West), MJ17 – offered countywide

Countywide TFCFA Funding: 511 Contra Costa TDM program



CCTA



“So exciting!!!! I have been logging my trips for weeks and it finally happened :). Thank you so much!!!”

*Weekly Winner:
Anne F., Martinez*

Pilot Year Goal: 1,200 participants
Actual: 1,300 participants

Cities with Highest Participation:
Concord: 149
Walnut Creek: 144

29% of participants live in TRANSPAC
15 of 36 winners live in TRANSPAC

Countywide TFCFA Funding: 511 Contra Costa TDM program



2025:
962 TRANSPAC
students received a
free 2-month flash
pass for rides on
County Connection.

(An additional 649
students from the
SWAT region also
received County
Connection Passes.)

winter walk
challenge

SUMMER BIKE CHALLENGE 2025
Explore your town from the seat of a bike!

Noncompetitive | All Ages | Bike at your own pace
June-August

2025:
4,523 participants
4,176 photos submitted

BIKE TO
WHEREVER
DAYS 2025

Sponsor 40+ Stations

New promotion:
“Bike to a Station
Win a Vacation”

SchoolPool
Youth Carpool

Carpool to School
for a chance to win a
\$250 Target
Shopping Spree
10 Winners!

250 carpools registered
Open until Oct 15, 2025

2026 Countywide TFCA Funding Programs & 511 Contra Costa Brand



TFCA calculates **Cost Effectiveness (CE)** based on the funding provided for the project.

CE Maximum: \$150,000 / Ton

FY 25 Program CE: \$88,982 / Ton



Countywide TDM Commute & School Incentives + 511CC Brand

	Incentives	Expenses	Labor	TFCA TOTALS
511 Contra Costa Brand				
Website hosting and management, social media hosting and management, monthly e-newsletter and management, phone and email systems, Bike Mapper, AWS, surveying	\$ -	\$ 123,985	\$ 104,220	\$ 228,205
Year-round TDM Incentive				
Big Win on Transit: Weekly & Spare the Air Incentive	\$ 28,929	\$ 35,240	\$ 98,897	\$ 163,066
Seasonal TDM Incentives and Promotional Campaigns				
Pass2Class, Summer Bike Challenge, Winter Walk Challenge, SchoolPool Carpool, Bike to Work Day, National and regional TDM campaigns	\$ 186,180	\$ 10,026	\$ 185,760	\$ 381,966
				\$ 773,237

FY 26 TFCA Cost Effectiveness expected: \$100K / Ton

Countywide MJ Funding: 511 Contra Costa TDM program



E**⚡**bike Rebate Program



\$150 or

Standard

\$300

Low Income



511cc.org/rebate

If you're 18+ and live in Contra Costa, **You Qualify**

Other Countywide Programs: 511 Contra Costa TDM program



CCTA



vanpooling
is vantastic



try transit

\$25 Preloaded Clipper Cards

Community Event Participation

- National Night Out
- Library events
- Police bike rodeos
- Earth Day events
- DVC events
- Employer Benefit Fairs
- Bike Family Fest



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Bay Area Air District: Transportation Fund for Clean Air (TFCA)



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OABG3 Funding: Street Smarts Contra Costa



Elementary School Safety Assemblies

Middle School Blender Bike Events

School Year 2025-26: Mr. Beeps & Heads Up! Safety Assemblies

- August 20, 2025 – Marsh Creek Elementary (Brentwood)
- August 22, 2025 – Brentwood Elementary (Brentwood)
- August 28, 2025 – Meadow Homes Elementary (Concord)
- September 9, 2025- Morello Park Elementary (Martinez)
- September 11, 2025- Belshaw Elementary (Antioch)
- September 17, 2025 – Murwood Elementary (Walnut Creek)
- September 19, 2025 – Discovery Bay Elementary (Discovery Bay)
- September 22, 2025- Fair Oaks Elementary (Pleasant Hill)
- September 29, 2025- Silverwood Elementary (Concord)
- October 2, 2025- Turner Elementary (Antioch)
- October 13, 2025- Parkside Elementary (Pittsburg)
- October 17, 2025 – Hidden Valley Elementary (Martinez)
- October 21, 2025- Sutter Elementary (Antioch)
- October 23, 2025- Jack London Elementary (Antioch)
- October 27, 2025- Oakley Elementary (Oakley)
- October 29, 2025 – Walnut Heights Elementary (Walnut Creek)
- November 4, 2025 – Springhill Elementary (Lafayette)
- November 6, 2025 – Ron Nunn Elementary (Brentwood)
- November 10, 2025 – Ayers Elementary (Concord)
- November 12, 2025 – Del Rey Elementary (Orinda)
- November 14, 2025 – Mt. Diablo Elementary (Clayton)
- November 18, 2025 – Holbrook Language Academy (Concord)
- December 1, 2025 – Laurel Elementary School (Oakley)
- December 3, 2025- Timber Point Elementary (Discovery Bay)
- December 5, 2025- Westwood Elementary (Concord)
- December 15, 2025- Mt. Diablo High School – Special Ed (Concord)
- January 13, 2026- Gregory Gardens Elementary (Pleasant Hill)
- January 14, 2026 – Loma Vista Elementary (Brentwood)
- January 21, 2026 – Glorietta Elementary (Orinda)
- February 10, 2026 – Los Medanos Elementary (Pittsburg)
- March 6, 2026- Pleasant Hill Elementary (Pleasant Hill)

School Year 2025-26: Walk & Roll "Blender Bike" Middle School Events

- August 26, 2025 – Diablo View Middle School (Clayton)
- September 3, 2025 – Foothill Middle School (Walnut Creek)
- September 23, 2025 – Adams Middle School (Brentwood)
- October 1, 2025 – Walnut Creek Intermediate (Walnut Creek)
- October 15, 2025 – El Dorado Middle School (Concord)
- November 20, 2025 – Edna Hill Middle School (Brentwood)
- April 28, 2026 – Antioch Middle School (Antioch)



WALK Ñ ROLL

Traveling Together for a Sustainable Future!



A customized encouragement program to boost Active Transportation (AT) and Carpooling at schools

PROVIDED BY





Provided by CCTA with
TFCA Subregional Funding for TRANSPAC



Who's Enrolled?





Who is enrolled?

Pleasant Hill

- Pleasant Hill Elementary School (2022)
- Strandwood Elementary School (2024)
- Gregory Gardens Elementary School (2024)
- Valhalla Elementary (2025)

Martinez

- John Muir Elementary School (2024)
- Morello Park Elementary School (2025)
- John Swett (onboarding 2026)
- Hidden Valley (onboarding 2026)

Concord

- Meadow Homes Elementary School (2024)
- Silverwood Elementary School (2024)
- Ygnacio Valley Elementary School (2025)
- Ayers Elementary School (2025)
- Cambridge Elementary (2026)

Clayton

- Mt Diablo Elementary School (2025)

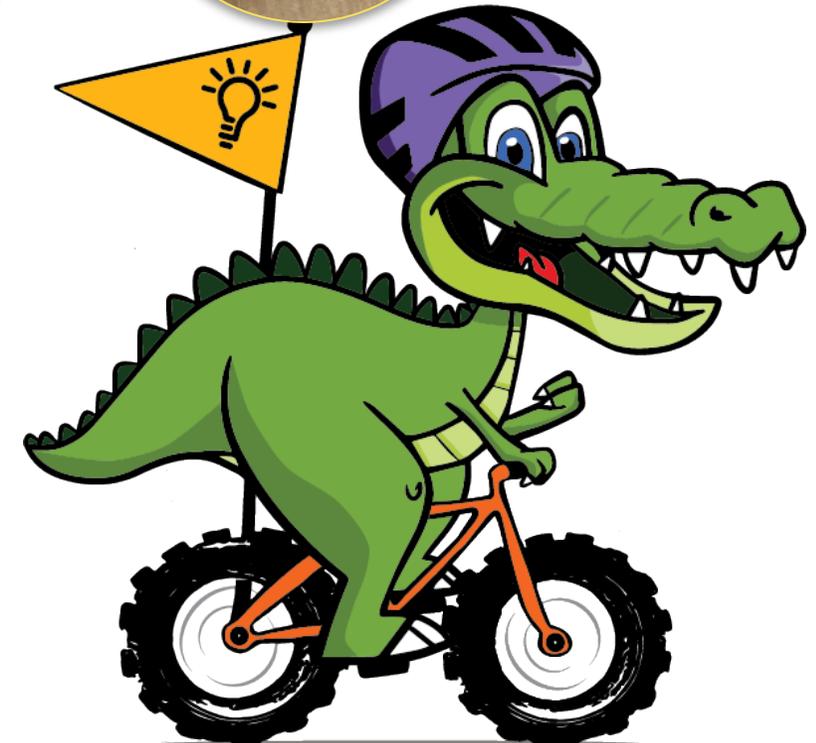
Walnut Creek

- Murwood (onboarding 2025)
- Parkmead (onboarding 2026)

How does it work?

All students receive a Scan Tag that affixes to a backpack

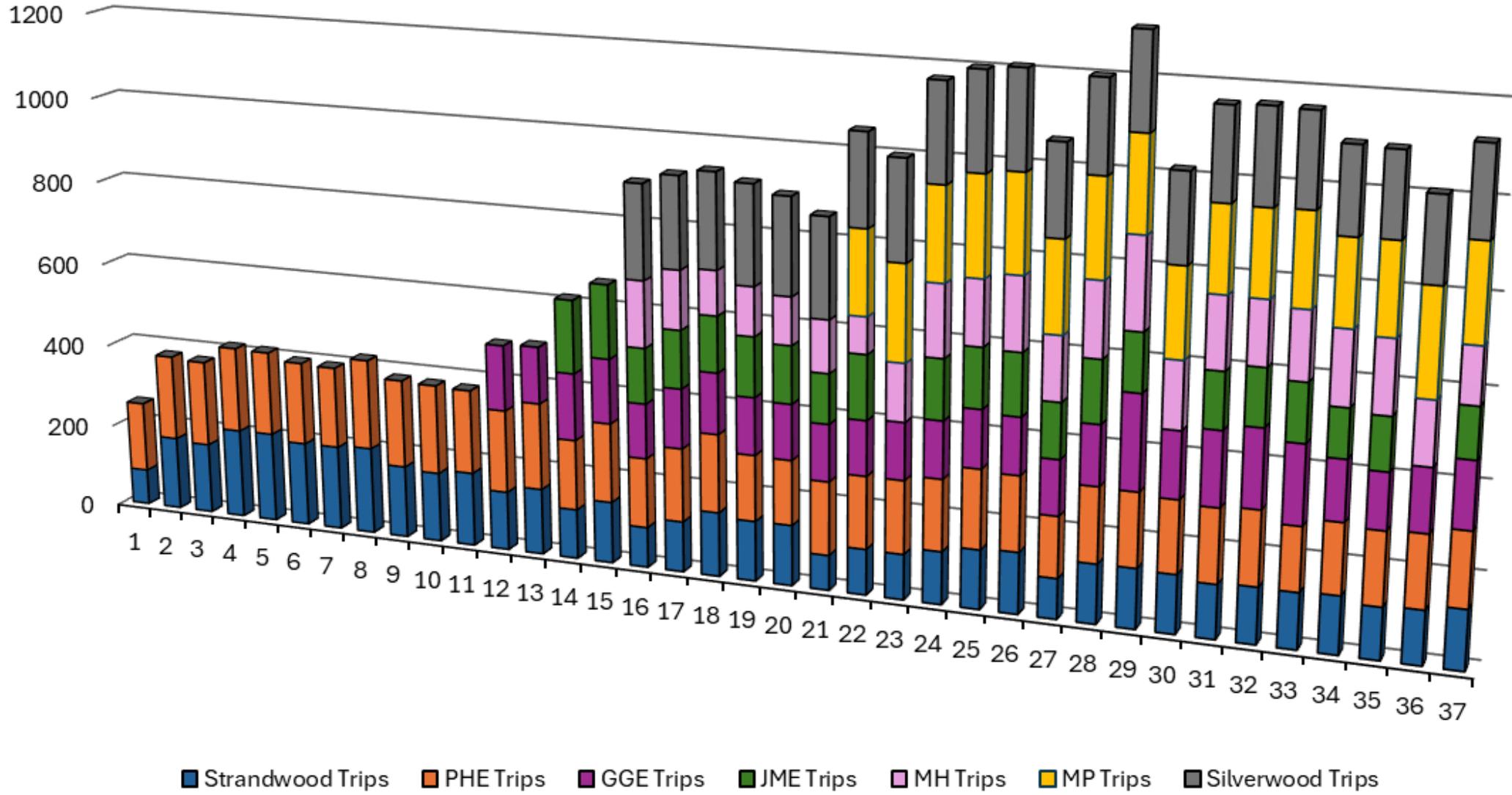
Trip charms for every 4th scan
Special charms and weather charms



Weekly Combined WNR Participation



2024/25 School Year

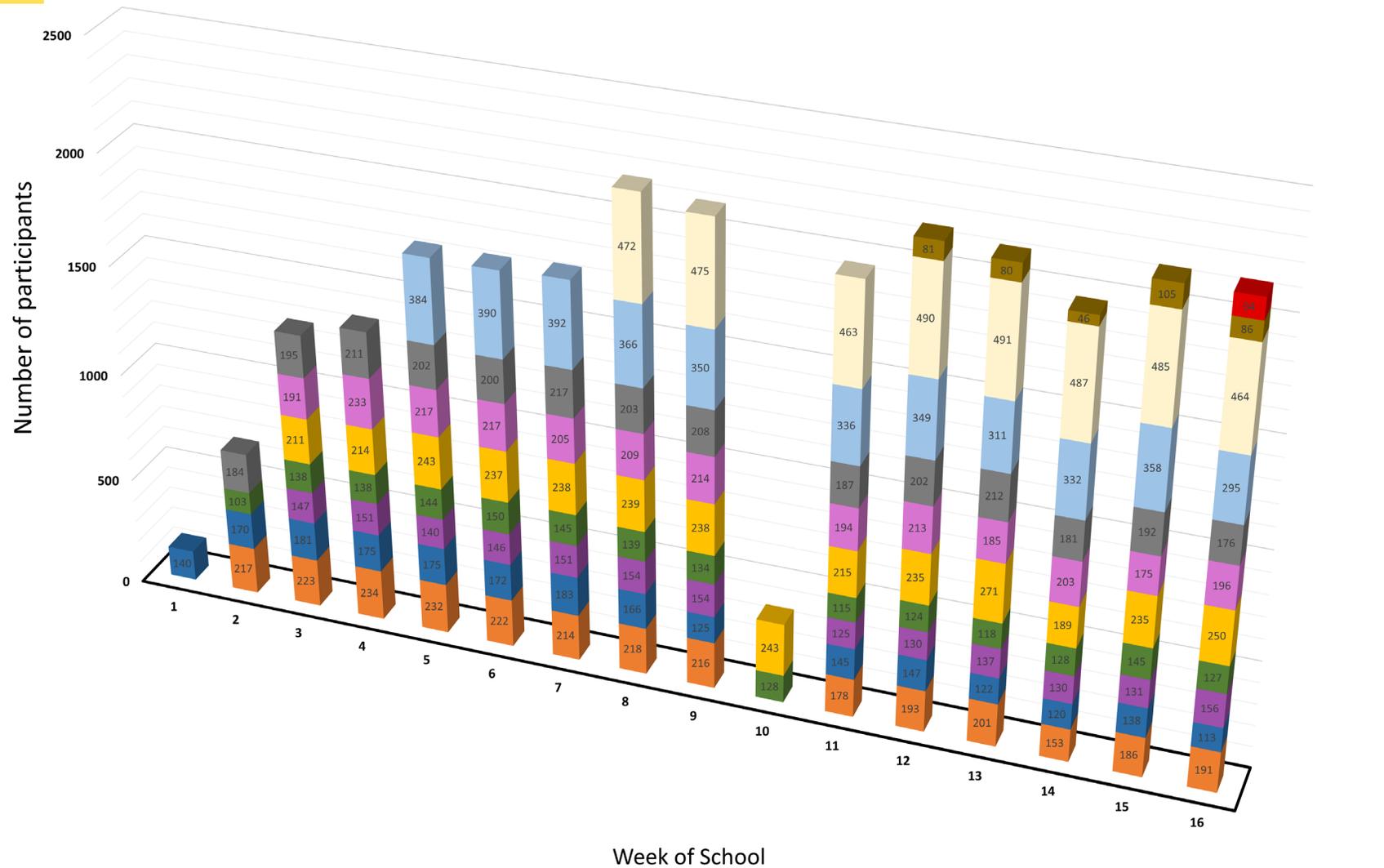


Weekly Combined WNR Participation



Total Participation 25/26 SY

Current School Year

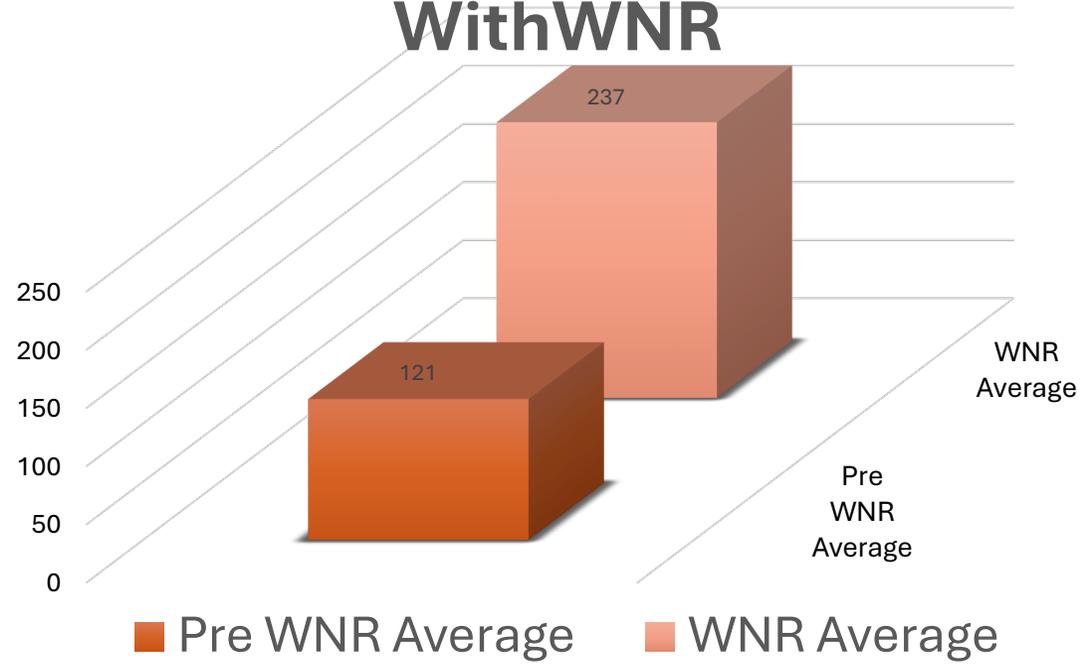


■ Pleasant Hill
 ■ Standwood
 ■ Gregory Gardens
 ■ John Muir
 ■ Morello Park
 ■ Meadow Homes
 ■ Silverwood
 ■ Valhalla
 ■ Mt Diablo
 ■ Ygnacio Valley
 ■ Ayers

Habits Are Building

2025/26 School Year

Bike Count PreWNR vs WithWNR



Bike Racks Are Filling

511 Contra Costa purchases new bike racks for schools
(Fund source: MJ)



Habits are Building in Middle Schools



Current School Year





Emissions Reduction with Seven Schools Enrolled Transportation Fund for Clean Air (TFCA 2025)

Total Student Participants

2,749
Active
Transport (AT)

67
Carpoolers

1,497
Gallons of
gas saved

\$5,988
Gas savings @
\$4/gallon

Total Travel Savings

Trips & Miles on Walk N Roll Days

30,065
Total Trips

33,164
Miles by AT
and Carpool



Emissions Reduction with Seven Schools Enrolled Transportation Fund for Clean Air (TFCA 2025)

Total School-Year Co2 Emissions Reduced

417
Tons

Calculations include **all**
non-SOV days, not just
scan days.

1.2
Million

Total School-Year Vehicle Miles Reduced

TFCA calculates **Cost Effectiveness (CE)** based on the funding provided for the project.

CE Maximum: \$150,000 / Ton | **FY 25 Program CE: \$141,361 / Ton**



TFCA 2026 – Walk N Roll

Goal: 17 Schools enrolled by 2026

Budget: \$248, 293

FY 26 TFCA Cost Effectiveness on track to be less than \$100K / Ton

Walk N Roll School Trip Reduction

	Incentives	Expenses	Labor	Per School	TOTAL
TRANSPAC					
Walk N Roll Existing Schools	\$ 3,000	\$ 2,245.28	\$ 5,000	7	\$ 71,716.92
Walk N Roll New Schools	\$ 3,000	\$ 4,657.67	\$ 10,000	10	\$ 176,576.70
					\$ 248,293.62

TFCA Funds Provide

- ✓ Active4me App: One year subscription, per school
- ✓ Scan Tags for student backpacks
- ✓ Graphics for marketing
- ✓ Trip Charms - student participation incentives
- ✓ Banner, stickers, storage box, lock, cones, vests, outreach templates
- ✓ [Promotion video](#)
- ✓ Training
- ✓ Staff support
- ✓ Reporting
- ✓ Marketing / recruitment of new schools
- ✓ [Website and social media](#)



WALK ROLL

Traveling Together for a Sustainable Future!



www.WalkNRollToSchool.org

PROVIDED BY



